SEP 1 3 1005 W

Sheet 1

PTO/SB/08A (08-03)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

Complete if Known
Application Number 09/516,983

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Filing Date 01 MARCH 2000

First Named Inventor Eldering, Charles A.

Art Unit 2614

Examiner Name Sheleheda, James R.

Attorney Docket Number | T702-02

Cite No.1	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or	Pages, Columns, Lines, Where
14	Number-Kind Code ^{2 (f known)}	MM-UL-TTTT	Applicant of Cited Document	Relevant Passages or Relevant Figures Appear
/ AUU	^{US-} 4546382	10/08/1985	McKenna; William J.	
AVV	^{US-} 4754410	06/28/1988	Leech; William J	
/AWW	US- 5448471	09/05/1995	Deaton; David W. et al.	
AXX	^{US-} 5529549	06/25/1996	Moyer; David F.	
AYY	^{US-} 5579055	11/26/1996	Hamilton; Scott	
AZZ	^{US-} 5585865	12/17/1996	Amano; Toshio	
ABA	US- 5592560	01/07/1997	Deaton; David W.	
ACA	US- 5596373	01/21/1997	White; Gail K.	·
ADA	US- 5604542	02/18/1997	Dedrick; Rick .	
AEA	US- 5608445	03/04/1997	Mischler; Peter	
AFA	US-5632007	05/20/1997	Freeman; Michael J.	
AGA	^{US-} 5661516	08/26/1997	Carles; John B.	
AHA	^{US-} 5754939	. 05/19/1998	Herz; Frederick S. M. et al.	
AIA	US- 5877812	03/02/1999	Krause; Edward A.	·
AJA	us- 5912696	06/15/1999	Bueh; Joseph G.	
AKA		06/29/1999	Robinson; Gary B.	
ALA	^{US-} 5930764	07/27/1999	Melchione; Anthony T. et al.	
AMA		08/03/1999	Angles; Paul D.	
ANA	^{US-} 6009410	12/28/1999	LeMole; Suzanne L.	
	AVV AWW AXX AYY AZZ ABA ACA ADA AEA AFA AHA AJA AJA AKA AMA	AVV US 4754410 AWW US 5448471 AXX US 5529549 AYY US 5579055 AZZ US 5585865 ABA US 5592560 ACA US 5596373 ADA US 5604542 AEA US 5608445 AFA US 5632007 AGA US 5754939 AIA US 5877812 AJA US 5912696 AKA US 5930764 AMA US 5930764 AMA US 5933811	AVV US 4754410 06/28/1988 AWW US 5448471 09/05/1995 AXX US 5529549 06/25/1996 AYY US 5579055 11/26/1996 AZZ US 5585865 12/17/1996 ABA US 5592560 01/07/1997 ACA US 5596373 01/21/1997 ADA US 5604542 02/18/1997 AFA US 5608445 03/04/1997 AFA US 5632007 05/20/1997 AGA US 5661516 08/26/1997 AHA US 5754939 05/19/1998 AIA US 5877812 03/02/1999 AJA US 5912696 06/15/1999 AKA US 5930764 07/27/1999 AMA US 5933811 08/03/1999	AVV US 4754410 06/28/1988 Leech; William J AWW US 5448471 09/05/1995 Deaton; David W. et al. AXX US 5529549 06/25/1996 Moyer; David F. AYY US 5579055 11/26/1996 Hamilton; Scott AZZ US 5585865 12/17/1996 Amano; Toshio ABA US 5592560 01/07/1997 Deaton; David W. ACA US 5596373 01/21/1997 White; Gail K. ADA US 5604542 02/18/1997 Dedrick; Rick AEA US 5608445 03/04/1997 Mischler; Peter AFA US 5632007 05/20/1997 Freeman; Michael J. AGA US 5754939 05/19/1998 Herz; Frederick S. M. et al. AIA US 5877812 03/02/1999 Krause; Edward A. AJA US 5912696 06/15/1999 Bueh; Joseph G. AKA US 5930764 07/27/1999 Melchione; Anthony T. et al. AMA US 5933811 08/03/1999 Angles; Paul D.

		FORE	IGN PATENT DOCL	JMENTS		
Examiner Initials*	Cite No.1	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages	
		Country Code ³ "Number ⁴ "Kind Code ⁸ (if known)	MM-DD-YYYY		Or Relevant Figures Appear	T ⁶
N	BCB	CA2286243	04/13/2001	Schaffner, H		

Examiner Signature Date Considered	10/6/05

*EXAMINER: Initial If eference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. Applicant's unique citation designation number (optional). See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 If possible. Applicant is to place a check mark here if English language Translation is attached.

This collection of Information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

SEP 1 2 1005 BY

Sheet 2 ·

PTO/SB/08A (08-03)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE us. DEPARTMENT OF COMMERCE der the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

of 14

Complete if Known

Application Number 09/516,983

Filing Date 01 MARCH 2000

First Named Inventor Eldering, Charles A.

Art Unit 2614

Examiner Name Sheleheda, James R.

Attorney Docket Number 17/02-02

			U. S. PATENT	DOCUMENTS	
Examiner Initials*	Cite No.1	Document Number Number-Kind Code ^{2 (Flance)}	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Unes, Where Relevant Passages or Relevant Figures Appear
11	AOA		02/15/2000	Jermyn; Michael G.	
1/1	APA	^{US} - 6055510	04/25/2000	Henrick; Robert F.	
4/	AQA	US- 6055573	04/25/2000	Gardenswartz; Will H. et al.	
1//	ARA	^{US-} 6141010	10/31/2000	Hoyle; Martin David	
	ASA	^{US-} 20030088872	05/08/2003	Maissel; Jonathan et al.	
	AUA	^{US-} 09/635,542		Eldering, Charles A.	
	AVA	^{US-} 09/205,119		Eldering, Charles A.	
1/1/	AWA	US- 11/196,774		Flickinger, Gregory	
W.	AXA	^{US-} 09/857,160		Eldering, Charles A.	
	AYA	^{US-} 09/857,256		Eldering, Charles A.	
1/	AZA	^{US-} 6026368	02/15/2000	Brown, Yale Robert et al.	
111	AAB	^{US-} 6684194	01/27/2004	Eldering, Charles A.	
TV	ABB	^{US-} 20010049620	12/06/2001	Eldering, Charles A.	
111	ACB	^{US-} 6560578	05/06/2003	Eldering, Charles A.	
11/	ADB	US- 5794210	08/11/1998	Goldhaber, A. Nathan et al.	
11	AEB	us- 6014698	01/11/2000	Griffiths, Michael John	
NV.	AFB	^{US-} 5974398	10/26/1999	Hanson, Bruce Lowell	
14	AGB	US- 5758257	05/26/1998	Herz, Frederick	
フカ	AHB	US- 09/807,887		Eldering, Charles A.	

FOREIGN PATENT DOCUMENTS							
Examiner Cite	Cite No.	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages	Γ	
		Country Code ³ "Number ⁴ "Kind Code ⁸ (if known)	MM-DD-YYYY		Or Relevant Figures Appear	T	
				,			
						L	
		***************************************				L	
	ļ					┝	
						╄	

Examiner		Date	
Signature	My Sty M	Considered 6/6/05	
THE VALUE OF THE PARTY.			

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. Applicant's unique citation designation number (optional). See Kinds Codes of USPTO Patert Documents at www.uspto.gov or MPEP 901.04. Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. Nind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

SEP 1 2 2005 W.

Sheet 3

PTO/SB/08A (08-03)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid QMB control number.

Substitute for form 1449/PTO

Application Number 100/516 093

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

of 4

Application Number 09/516,983

Filing Date 01 MARCH 2000

First Named Inventor Eldering, Charles A.

Art Unit 2614

Examiner Name Sheleheda, James R.

Attorney Docket Number 17702-02

U. S. PATENT DOCUMENTS Examiner Publication Date Name of Patentee or Pages, Column's, Lines, Where Document Number Initials* MM-DD-YYYY Applicant of Cited Document Relevant Passages or Relevant Figures Appear Number-Kind Code^{2 (# known)} US- 20030004810 AIB 01/02/2003 Eldering, Charles A. ^{US-} 20020194058 12/19/2002 Eldering, Charles A. **AJB** US US US-US-US US US-US-ŪS-US US-US US-US US ÚS-

FOREIGN PATENT DOCUMENTS							
Examiner Initials*	Cite No.1	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages		
		Country Code ³ "Number ⁴ "Kind Code ⁸ (if known)	MM-DD-YYYY		Or Relevant Figures Appear	Τ°	
						┝	
	 					┢	
					,		

Examiner	Γ Γ	6			Date			
Signature	/ /		(1)		Considered	10/	6/05	_
THUA WITTER	1 10 11 11 11			 at all the in its annual and the MDFD con Day				

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered, Include copy of this form with next communication to applicant. Applicant's unique citation designation number (optional). See Kinds Codes of USPTO Patient Documents at www.uspto.gov or MPEP 901.04. Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patient documents, the indication of the year of the reign of the Emperor must precede the serial number of the patient document. Skind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.18 if possible. Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

PTO/SB/08B (08-03)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number. Complete if Known Substitute for form 1449/PTO **Application Number** 09/516,983 Filing Date INFORMATION DISCLOSURE 01 MARCH 2000 STATEMENT BY APPLICANT First Named Inventor ELDERING, CHARLES A. Art Unit 2614 (Use as many sheets as necessary) **Examiner Name** Sheleheda, James R. Attorney Docket Number Sheet 4 T702-02 4 of

	NON PATENT LITERATURE DOCUMENTS	
Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²
СС	Marketing Literature, Broadvision, "The Power of Personalization", 3 pgs.	
CD	Product Literature, Engage Technologies, "Engage.Discover", www. engagetech.com, 13 pgs.	
CE	Marketing Literature, Firefly Corporation, "Firefly Passport Office", www. firefly.net, 8 pgs.	
CF	Media Metrix, "Frequently Asked Questions", www.mediametrix.com, 2 pgs.	
cG	Net Perceptions Corporation, "Adding Value in the Digital Age", www. netperceptions.com, 11 pgs.	
СН	Product Data Sheet, Open Sesame, "Learn Sesame", www.opensesame. com, 3 pgs.	
CI	Product Literature, Aptex Software, Inc. "SelectCast for Commerce Servers", www.aptex.com, 2 pgs.	
C1	Product Literature, Aptex Software, Inc., "SelectCast for Ad Servers", www.aptex.com, 2 pgs.	
	·	
	CC CD CE CF CG CH	Cite No. 1 Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. CC Marketing Literature, Broadvision, "The Power of Personalization", 3 pgs. CD Product Literature, Engage Technologies, "Engage.Discover", www. engagetech.com, 13 pgs. CE Marketing Literature, Firefly Corporation, "Firefly Passport Office", www. firefly.net, 8 pgs. CF Media Metrix, "Frequently Asked Questions", www.mediametrix.com, 2 pgs. CG Net Perceptions Corporation, "Adding Value in the Digital Age", www. netperceptions.com, 11 pgs. CH Product Data Sheet, Open Sesame, "Learn Sesame", www.opensesame.com, 3 pgs. CI Product Literature, Aptex Software, Inc. "SelectCast for Commerce Servers", www.aptex.com, 2 pgs. Product Literature, Aptex Software, Inc. "SelectCast for Ad Servers",

Examiner Date		
Examiner Signature Date Considered	10/6/65	

EXAMINER: Initial if elerence considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique distinguished by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.